



DEPARTMENT OF THE ARMY
61ST ORDNANCE BRIGADE
500 BRIGADE LOOP
FORT LEE, VIRGINIA 23801-1498

ATSD-CDR

1 September 2010

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Family Readiness Group (FRG) Facebook (FB) Standard Operating Procedure (SOP)

1. References:

- a. AR 530-1, Operations Security (OPSEC), 19 April 2007.
- b. AR 608-1, Army Community Service Center, 21 Jul 06, Appendix J - Army Family Readiness Group Operations.
- c. All social media sites must register with <http://www.army.mil/media/socialmedia/>.
- d. Operation Security and social networking sites, safety checklist – Appendix A.
- e. A guide for family and friends, OPSEC, Appendix B.

2. Purpose: To define procedures for the use and operation of the Command's FB page.

3. Summary: The FB page is created to assist commands in communicating with Soldiers, civilian employees, and Family members, both immediate and extended. It is a forum to provide timely, accurate information in a secured environment to authorized membership.

4. Scope: This SOP applies to all personnel within the Command to include all volunteers for the Command's FRG.

5. Definitions:

- a. Membership – Soldiers, civilian employees, immediate and extended Family members.
- b. Immediate Family Members – Spouse and children.
- c. Extended Family Members – Parents, siblings, and other loved ones designated by the Soldier.

6. Responsibilities:

- a. The Brigade Commander will:

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(1) Provide supervision and oversight of the Command's FB page.

(2) Approve content to be posted on the Command's FB page, after ensuring it meets OPSEC guidance provided in reference a of para 1.

(3) Appoint a system administrator(s) to maintain the FB page, preferably a Soldier or civilian employee, such as the S6 or Family Readiness Support Assistant (FRSA), not a volunteer. The following factors should be considered when appointing a system administrator:

(a) Time requirement.

(b) The skills and knowledge level required.

(c) An understanding of OPSEC and its applicability to managing FB content.

(d) Availability of resources required (i.e. computer with broadband internet conductivity).

(e) Ability to interact and take direction and guidance from the Command staff.

(f) Ability to convey Command approved information to its subscribers.

b. System Administrator(s) will:

(1) Complete the FB page Content Administrator Orientation training provided by S6 within 2 weeks of appointment.

(2) Review and approve/disapprove requests for access to the FB page.

(3) Post, review, and release approved content on the FB page.

(4) Monitor the FB page forum and provide answers to the questions submitted.

(5) Market the FB page resources to the unit's Families through email, flyers, and newsletters.

c. FRG Leaders or designated volunteer will:

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(1) Provide content for Command's web system to the vFRG system administrator, such as FRG newsletters, FRG calendar of events and information on new policies, resources for Families, and community events.

(2) Act as a liaison between family members and Command for questions and concerns regarding the FB page.

d. OPSEC Officers and Public Affairs Officers (PAO) will:

(1) Conduct routine reviews of the Command's FB page. At a minimum, these reviews will be conducted on a quarterly basis for adherence to Army guidelines.

(2) Direct the system administrator to immediately remove information deemed to be a possible security risk.

e. Soldiers will:

(1) Recommend Family members (immediate and extended) and other loved ones (i.e., fiancée) use of the FB page.

f. Subscribed Users (Membership) will:

(1) Agree not to share or release any information on the FB page to an unauthorized person. The information on the FB page is for authorized users only. Sharing this information with others could create a risk to Soldiers or their Families.

(2) Protect login id and password and report any compromises to the system administrator.

7. Procedures:

a. Site Development. Only one command site will be developed at the Brigade, Battalion, or Company level as advised by the Brigade Commander. If requested by the Company Commander, the system administrator will develop separate pages for each company and linked them to the battalion's home page.

b. Subscriber Authorization.

(1) The system administrator will check for new subscribers to the vFRG web system on a daily basis.

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(2) Access to the unit's FB page will be limited to Soldiers and civilian employees assigned to the unit (permanently or temporarily), their Family members (immediate and extended), and other loved ones authorized by the Soldier. The system administrator will validate each subscriber by authenticating the unit alpha rosters.

(3) The system administrator will notify subscribers via email the status of their request.

(4) The subscriber will cancel a subscriber's account immediately upon request of the Commander/Rear Detachment Commander, Soldier, or subscriber.

c. Update FB page content. The FB page content will be reviewed and updated on a weekly basis as a minimum. Old content will be deleted and new content posted. Content that is not appropriate for posting includes:

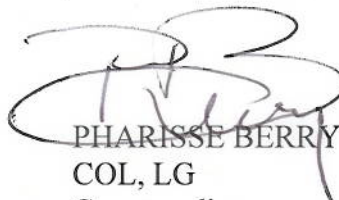
(1) Photos showing results of Improvised Explosive Device strikes, battle scenes, casualties, destroyed or damaged equipment, and access to military facilities.

(2) Information divulging Command locations, mission, and logistical support.

(3) Personal information of Soldiers and their families that would comprise their security.

(4) Rumor, speculation, or gossip.

8. The Brigade's FB page point of contact is the FRSA, Tina Locklear, (804) 765-9390 or tina.locklear@us.army.mil.



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Family Readiness Support Assistant